

EMEX 2014 Where New Zealand Manufacturing Innovation Takes Off

EMEX 2014 Has for more than three decades been New Zealand's premier event for the manufacturing, engineering, machinery, electronics and technology industries.

AUCKLAND, NONE, NEW ZEALAND, October 17, 2013 /EINPresswire.com/ -- Better than ever, EMEX 2014 is kicking off

For more than three decades, New Zealand's premier event for the manufacturing, engineering, machinery, electronics and technology industries has been EMEX. Over the years it's changed, keeping pace with the sectors it supports and 2014 is no exception.

"We've ensured that EMEX has remained at the forefront right through," says EMEX 2014 sales manager Mike Lust. "EMEX is more than a tradeshow, it's where the industry meets and it's a key date on the calendar for more than 3500 industry visitors and well over 150 key sector suppliers.

"The statistics really do tell the story. Over 90% of exhibitors at the last EMEX were satisfied or extremely satisfied with sales leads, and nearly 80% of visitors said they were likely to contact an exhibitor because of what they saw. In addition, around three quarters of all visitors have direct purchasing authority or influence over decisions, with almost 20% having more than \$100,000 in purchasing power, and more than a third with over \$10,000 buying power. Visitor product



interest ranges across the spectrum from engineering machinery to robotics.”

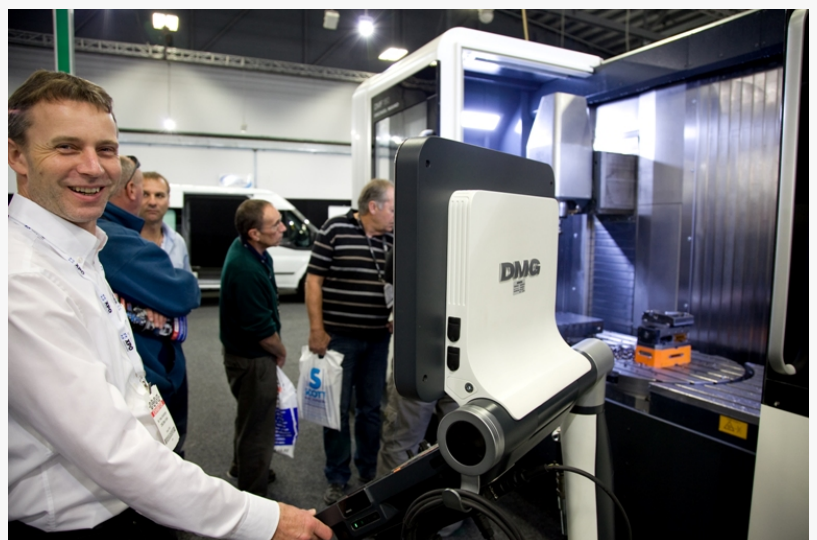
Australia’s Jim Rohner, General Manager of BOGE Compressors, agrees. “EMEX is the showcase in New Zealand for industry to exhibit their product. It creates brand awareness, gives customers confidence, and lets them see a larger display of BOGE Compressors product. We’ll definitely be at EMEX 2014.

“If I have one message for those wavering about visiting (or exhibiting), it’s this: you are missing an opportunity to educate yourself on the best possible solutions available to your business. You might be surprised what you find.”

Ross Winks, Omron Electronics’ Sales Manager, says EMEX attracts engineers from around the country. “Engineers know that suppliers will be showing new products and come ready to be wowed. EMEX reinforces to existing customers what we do and exposes us to new potential clients. We get to discuss applications and then follow up after the show,” he says. “Customers also benefit because EMEX concentrates all suppliers into one area so they can get information from multiple sources very easily. They also get to see working applications and the efficiencies they bring, which can trigger other requirements.

“We’ll be at EMEX 2014 because it provides us with a great opportunity to display to existing and potential customers and that’s something we don’t want to miss out on. For people who have never visited EMEX, they should consider attending next year. It’s only every two years and exhibitors go to great lengths to show new products. This is an easy opportunity to see all that is available in one spot.”

Jenlogix’s Managing Director Bill Hollins agrees that EMEX 2014 is not to be missed. “We use EMEX as a marketing event for our company, to showcase some technologies from our partners such as Microsoft and our computer suppliers such as Advantech, IEI, ICP-DAS, A-Value and others. As a 100% New Zealand owned company we look forward to helping the businesses of both exhibitors and visitors by understanding their needs and being able to offer the best



solutions, to save them time and money.

"As suppliers of Industrial Computing Systems, EMEX has exactly the correct demographics for our target market. It enables us to showcase Jenlogix in a simple targeted environment. Jenlogix has been around for over 25 years and is the preeminent supplier of industrial computer solutions, so we greatly benefit from exposure to the visitors and exhibitors at EMEX. We are able to help customers with choices for their industrial computer needs and with our vast experience can often help them save both time and money on obtaining the correct solution for their projects. Emex provides a simple environment for them to discuss their issues and obtain advice quickly."

Alistair Jeffcoat, Powerbox Pacific General Manager, says EMEX is the premier manufacturing, technology and electronics exhibition in New Zealand and allows Powerbox to meet up with existing customers, network with potential new customers and display the latest additions to our product range. " We see more people at EMEX than physically possible on a 2-3 days sales trip, it's all about exposure and those visitors are from all over New Zealand. It's a chance for them to see the latest and greatest power supply products we have to offer and to discuss in person anything they are looking for to solve the projects and electrical designs they are working on.



"EMEX 2012 was such a huge success for us that it's a no-brainer to be at EMEX 2014. To suppliers who haven't been at EMEX I say that if you're going to spend any money on Expos or shows in 2014 and EMEX is not one you're exhibiting at then perhaps you should rethink your decision. EMEX is well organised, has an excellent level of pre-show promotion and is very well attended. It's the best value for money show we have exhibited at.

"For industry professionals who haven't visited EMEX, you should know that it is simply the best opportunity you have to see the latest technology and products available in the manufacturing and electronics industry."

XPO's Mike Lust says it's possible that a record number of visitors will take advantage of the three day showcase. "Every EMEX the buzz grows and we get motivated buyers attending for longer. With world-class seminars, the cream of suppliers, a myriad of opportunities to network and do beneficial business and the chance to win a brand new Ford, there are more reasons to attend than ever.

"Interest from exhibitors is already intense. If you're considering taking advantage of the EMEX opportunity, my advice is to act fast because bookings for space are flowing in, and prime sites

are always very sought after. With its strong reputation for delivering results, EMEX is a must on the sales and marketing calendars for every serious supplier to customers of machinery, software, goods and services in everything from general engineering to control and instrumentation and from plastics to fluids.

“Next year’s EMEX has a definite theme of ‘innovation’. In fact the tag-line is ‘Where NZ Manufacturing Innovation Takes Off’ and we’ll even have on display a New Zealand-designed and built helicopter from Composite Helicopters NZ – a prime example of the type of innovation that New Zealand’s manufacturing sector is capable of.

“We have planned for a far greater reach within the manufacturing sector for next year. This includes a double-up of key exhibiting sectors along with a major drive to include key industry associations, organisations and government departments to get them along in droves. Already, the EPMU, IEDA and NZMEA have confirmed their commitment to support EMEX 2014. It’s looking very exciting and this could well be the EMEX that everyone hears about and attends too.

“With the seminar series comprising topics relevant to the industry that are both hot and diverse, there’s something for everyone. Seminar topics in planning include; Innovation strategy, the economy and how it affects manufacturers, supply chain, retention of manufacturing in New Zealand and market research and marketing.

If you’re in the industry there is no question: you need to be at EMEX.”

EMEX 2014 is on from 29 April to 1 May at the ASB Showgrounds in Auckland. Industry professionals wanting to visit EMEX can register for free entry on the website at www.emex.co.nz

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